

Price: One Dollar Per Year

WANTED—FURS, highest prices paid. Write Box 11, Shackleton, P.O., Sask.

THE EMPRESS EXPRESS

Published in the interests of Empire and district.

Clean, Bright, and Newsy

- Published every Friday from the Express Office, Third Avenue, Empress, Alberta.
- We are fully equipped to do Job Printing of every description and guarantee prompt and efficient service.
- Subscription price one dollar per year (any part Canada or Great Britain); \$1.50 to United States.
- Agents and correspondents wanted. Address The Express Publishers, Drawer 46, Empress, Alberta.

ADVERTISING RATES

LEGAL AND MUNICIPAL

5c. per line first insertion and 8c. each subsequent insertion.

PROFESSIONAL CARDS

1 inch \$13 per year; 2 inch \$25 per year; 3 inch \$32 per year.

LOCAL READERS

10c. per line straight.

Local notices announcing concerts, socials and any other entertainments promoted for the monetary benefit of the individuals or organizations, will not be inserted in these columns unless paid for at the rate of 10c. per line each insert.

TRANSIENT ADS.

Such as "Wanted," "For Sale," "Lost," and "Found," not exceeding one inch, 50c. first insertion and 25c. each subsequent insertion.

EMPRESS, ALTA, THURSDAY, FEB. 10, 1910

Britain's Motto—"Business As Usual"

There's a man who fights for Britain and he'll keep her still stop.

He will guard her from dishonor in the market and the shop. He will save her homes from terror on the fields of Daily Bread. He's the man who sticks to business; he's the man who keeps his head.

BUY AT HOME

The merchants of Empress should be sufficiently alive to the mail order situation, to get together and devise some means of keeping the large amount of business, now being sent to mail order houses, at home. Statistics were shown, in the issue of Feb. 3rd, where over \$10,000 worth of business was sent out of the town in exactly six days during the month of November. There is no doubt whatever but that the merchants of our town could retain a large percentage of this business if they would only wake up to the situation. The general stores of the town are carrying parts of almost every line of merchandise, but not one of them appear to be carrying a complete stock in any one line, with the possible exception of groceries. This is a condition which could be easily remedied by the merchants getting together and agreeing to carry full stocks of certain lines of goods. The Board of Trade could be used as a vehicle for this purpose.

Every town in the Northwest today is divided into factions; religious, political, social, fraternal, and oftentimes mercantile. What a community needs is concentrated effort in one direction, without the injection of any factional spirit. A knocker is a merchant who does not understand. Most of them knock because they

do not understand the idea, or plan, or person they are knocking. They are naturally suspicious of everything they do not understand. In this matter there is no good reason for any merchant knocking, for by so doing he is simply standing in his own light. The get-together idea is for the benefit of every merchant and business man in the town.

This country is not in as bad a shape as some people seem to think. The retail merchant is confronted with a vital problem—THE MAIL ORDER HOUSES. Business in this district is explicit, but the mail order houses are getting the lion's share. There were over 12,000 failures of retail merchants during the year 1914, and something over 11,000 during 1913, and until the retail merchants adopt different methods, there will be a larger increase in failures.

The mail order houses win out for several reasons, but some are: Greatest efficiency, an up-to-date accounting system and cash sales. One mail order house in Chicago sends out twenty-five million catalogues each year and the houses of Eaton and Simpson, in Canada, also send out an enormous total during the course of a year. They have not a five-cent piece invested in the district, pay no taxes or contribute in any way to the support and upkeep of the town and district, and it is almost beyond understanding why the people continue to send such a large amount of business out of the town. The price seems to be the only inducement offered for this business; but will the goods actually stand comparison with the goods sold by the local merchants?

A University Professor once decided to investigate the mail order system and send a mail order house and sell goods cheaper than the retail merchant. After working in several mail order houses for some time he found that it was economically impossible for the mail order house to sell goods cheaper than the retail merchant. One merchant who sells bolts, happened to look into a mail order catalogue one day, and found the same bolts he was selling for 22 cents, listed in the catalogue at 48 cents. A manufacturer in an eastern town states that he makes an article for a mail order house, for which they pay him \$27, and sell for \$48. This gives some idea of the margin of profit made by the mail order houses on some articles. On the other hand it cuts the price on many articles of lesser importance. A man went into a hardware store in one of the western towns to buy a saw. The merchant showed him a saw that retailed for \$1.00, and the man said "I can buy the same thing from Batons for \$1.35." "Alright," said the merchant, "I will give you this saw on the same basis the mail order house will." Give me \$1.35. "Now give me 25 cents for freight or express." "Now give me five cents for a money order." "Now three cents for a stamp." "Cut out this foolishness now and give me the saw," said the man, after he had handed over the money. "Wait a minute," said the merchant. "You forget that I'm a mail order house in Winnipeg and you're a way out in Alberta. Now you wait two weeks before you get that saw."

This illustration brings us to the point of service. What is service worth? What is it worth to you to be able to walk down the street of this town and get what you want. Should you not be willing to perhaps pay a trifle more for your goods, see exactly what you are getting for the money and have the goods delivered immediately. People do not seem to realize what they are doing when they spend their money out of town. They are in reality committing community suicide. In this town, as probably in every other town of the west, the merchants are carrying many large accounts on their books. The local lawyers/commissions would total several hundred dollars if he were able to collect all the bills on the books of the local merchants. But when people buy from a mail order house, it must be for cash. A large number of people say, "I can't get what I want in this town and they won't order to send for it, so I go elsewhere." They have other reasons. And there's a problem for the retail merchant—how to keep the trade at home.

Mr. Merchant, why not make "Buy At Home" a feature of all your advertising, and make your prices, stock and assortment such that your customers will have every reason for so doing.

THROW AWAY YOUR HAMMER AND BUY A HORN

For Typewriters and Typewriter Supplies,

call at the

Empress Express Office

LET THE U. F. A. Supply Your Needs

Fence Posts, split cedar	\$11 per 100
Barb Wire, Lyman 4 pt.	\$4.05 per spool
Barb Wire, Glidden 2 pt.	\$3.85 per spool
Perfected Fanning Mills	\$33 with bagger
Lumber: Shiplap and dimension No. 1,	\$22.50 per 1000
COAL, the best	\$7 per ton
APPLES	\$1.50 crate

A ten per cent. discount credit certificate will be given on all of the above prices, except coal and apples.

Farm Loans Insurance

We draw all kinds of deeds, mortgages and other legal papers.

LICENSED AUCTIONEERS

WM. ENGELBRECHT, Sec.-Treas.

Fleece Lined Underwear

per suit **85c.**

All Wool Underwear **\$2**

per suit

Moccasins, Mitts, Rubbers

And all other Winter Goods

AT COST TO CLEAR

A Full Stock of FRESH GROCERIES always on hand.

J. I. STOUT

FARMERS!

Bring Your Cash Grain To

G. W. Malton

Office and Bins on Track—Empress

Look, Listen!

KEEP THE COLD OUT

We carry a complete line of

Storm Sash and Doors and a good supply of Lethbridge and Taber Coal

If there is anything you need in the

Building Line, we have it. Nice White Soft Pine, Spruce, Fir and Cedar Lumber. Comfort Felt, Waterproofing Lime, Cement and Plaster.

Estimates given free. The old stand

Empress Lumber Yard

Second Street West

J. N. Anderson, proprietor

The City Meat Market

F. X. LAMBERT, prop.

Full Line of FRESH MEATS

Corned Beef COOKED HAM Pickled Salt Pork

PREMIUM HAM and BACON

Bologna Butter and Eggs

HIGHEST PRICES PAID FOR HIDES

Professional Cards

GRADUATE NURSE

MISS ALKE KUNST

GRADUATE NURSE

Surgical Medical Maternity
Inquire at Brown's Drug Store

LEGAL

D. STRUAN SUTHERLAND

BARISTER, SOLICITOR

NOTARY PUBLIC

Commissioner for Oaths

Solicitor for The Town of Empress

Office on Centre St. EMPRESS, Alta.

UNDERTAKING

PULLEN & GALLOWAY—Funeral Directors and Embalmers.

Full supply of caskets always on hand. All work attended to promptly day or night, and satisfaction guaranteed. Hearse in connection. Undertaking parlor Centre Street, Empress.

Builders and Contractors

LEACH & McLEAN

Builders and Contractors

ESTIMATES FURNISHED

Office: Henderson-Thames Land Co.

EMPRESS - ALBERTA

REAL ESTATE, Etc.

WM. ENGELBRECHT

AUCTIONEER

Sales conducted in all parts of the Province in English or German.

Empress - Alberta

DOG TAXES DUE

Be sure and get a Tag for your dog before the Dog Catcher gets the dog.

H. M. Henderson, Sec.-Treas.

FOR SALE

Ten Good Milch Cows, 3 years old, counting fresh this month—Apply: M. F. H. Salawell, 21, 23, 25 & 4, one mile east of Buffalo.

WANTED

Four Good Work Oxen. Must be young—Send particulars G. E. SYMES, Josephine, Sask.

CATTLE FOR SALE

I have for sale three Cows and Calf; three Heifers, fresh soon. Also two Heifers and one Bull, about 2 years old.

Apply HENRY BOSCH, Sec. 25-26, 1.

FOUND

On Section 5-22-2, west 4th, mare colt, about eight months old, dark color, single eye, no visible brand, white face and four white feet—HENRY GROZIER, Empress, Alberta.

SNAP FOR CASH SALE

Good Farm (150 acres), half mile from town of Empress. Level, soil chocolate, no stone, 10 acres broken—Apply J. GILHAM, Empress, Alberta.

If you have horses to sell or horses to buy, don't forget

TUCKER BROS.

feed and sale stable.

WILL SELL

any HORSES OR CATTLE

you have, on commission

DON'T FORGET --- Every

Wednesday is FREE DAY

Call and get acquainted with our new barn

TUCKER BROS., prop.

Empress

Fruit Store

ICE CREAM

SOFT DRINKS

POTATOES

CELERY

APPLES, ORANGES, AND GRAPE FRUIT

WE ARE OFFERING FOR NEXT WEEK

EMBROIDERY

which originally sold at from 40c. to 75c. per yard at

HALF-PRICE

Also 7 Childrens Coats at \$6 to \$9 each, and 5 Ladies Coats at \$11 each

One dozen GIRLS BLUE DRESSES, trimmed with red, size 3 to 8 years, at

—\$1.50 each—

Five PIECES DRESS GOODS, reg. price 75c. to \$1.25 per yard, at 65c. per yard

CHILDRENS and LADIES WOOL MITTS and GLOVES at 25c. per pair

Ladies and Childrens Felt Shoes and Overshoes half-price

To make room for our Spring Goods

A. E. GALLOWAY

WOLVES

Get "More Money" for your Wolves Muskra, Foxes, Lynx, Beaver, Marten, White Weasel, Fisher and other fur-bearing animals. SHIP YOUR FURS DIRECT TO "WILBERT" the largest dealer in the world dealing exclusively in FUR-BEARING ANIMALS. A reliable-responsible dealer. Fur House in an unbroken reputation existing for more than a half a century. No complaint of any kind. Fur Shipments prompt. SATISFACTORY. SOLE IMPORTERS, ALTA. DISTRICT. Write for the dealer abroad, the only reliable dealer in N.W. & P.E. DISTRICT. Write for D. N.W. & P.E. DISTRICT. A. B. SHUBERT, Inc. DEPT. 12 CHICAGO, U.S.A.

The King of all Farm Waggon
The

WEBER WAGGON

The Waggon that Needs No Recommendation. You can make no mistake in buying a Weber

Shipment Just Received

SEE C. O. CARLSON, at the Empress Lumber Yard
Agent for Deering Farm Machinery

Chopping
Done
while you wait!

THE
Alberta Machine Shop

Order Now!
Oliver Plows
and
McCormick

Seed Drills, Discs and Harrows

Red Deer Garage & Blacksmith
Shop

East side, opp. Louck's Livery Barn

PULLEN & GALLOWAY

Horse and Auto-
mobile Livery

Light and Heavy Draying,
Household Furniture and Safes
Removed.
Trunks and Baggage Carefully
Handled.

We are agents for—
The Continental Oil
Company
Get Your GASOLINE here

A REPRESENTATIVE WANTED
AT ONCE FOR
EMPRESS AND DISTRICT

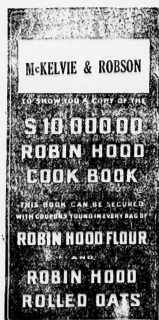
FOR THE
Old Reliable Fonthill Nurseries
Choice list of hardy tested va-
rieties, recommended by the
Western Experimental Station
suitable for Saskatchewan, Man-
itoba and Alberta.
Hybrid Apples, Native Plums,
Russett Cherries, Small Fruits,
Seed Potatoes, Hardy Trees for
Windbreaks and Shelter Belts.
Liberal terms.
Handsome Free Outfit.
Exclusive Territory.
Write now for particulars.
STONE and WELLINGTON
TORONTO - ONTARIO

EMPRESS DRAY LINE

Light and Heavy
Draying

Agent for the
Imperial Oil Co.

Donald McArthur - Prop



Last Dance Before Lent

The Annual

MASQUERADE BALL

Under the auspices of the publishers of THE EMPRESS EXPRESS
WILL BE HELD

MONDAY, FEBRUARY 28th, 1916

IN THE

Grand Theatre, Empress

Our masquerade dance held last February, 1915, was such an unbounded success, and we have had so many requests to repeat the same this season, that it gives us great pleasure to make the above announcement.

SPECIAL FEATURE

CHIEF WHITEBEAR

Indian Chief, of Cognawagon Reserve, and his family, are touring the west. They are expected to pass through Empress on Feb. 28th, and have consented to be present at the Ball.

Special Indian War Dance will be Presented

Full Dress Masq'de Costumes

Ladies and gentlemen desiring full dress masquerade costumes can secure the same at most moderate prices. Call in at the Express office between now and Feb. 21st at the latest, and we can supply you.

A Full List at the "Express" Office

*Proceeds will be given to the Belgian
Relief Fund*

MUST HAVE HELP

"Unless we get more assistance, hun-
dreds of thousands of the seven million
people still in Belgium will actually
starve.

H. HOOVER,
President Commission for Relief in Belgium

A BAG OF FLOUR SUPPORTS A
BELGIAN FAMILY A MONTH

See Posters for full Particulars

FEROUS PEOPLE

are usually thin and easily worried, sleep does not rest, and the system gets weaker and weaker.

Scott's Emulsion corrects nervousness by power of nourishment, the nerve centers by distributing energy and power all over the body. It does not resort to alcoholic stimulants or drug concoctions.

SCOTT'S EMULSION for nerve-feeding and for the treatment of all nervous diseases. It is the most powerful and reliable of all nerve-feeding agents. It is the only one that has been used by every druggist in the world.

Abyssinia's Emperor Offers Aid to Allies

Would Give 200,000 Soldiers as Emperor's Necropolis Demanded

Emperor Haile Selassie of Abyssinia, the young emperor of Abyssinia, is so devoted to the cause of the Allies that he has offered to send 200,000 soldiers to the front. He has also offered to send 200,000 soldiers to the front. He has also offered to send 200,000 soldiers to the front.

THE THREE CURSES

Morphine, Cocaine, and Alcohol—and the Worst of These is

Message to Bereaved

Sir Oliver Lodge Says That Doing Their Duty Involves Sorrow of Death

Sir Oliver Lodge has issued a "message to the bereaved." He has said that those who die in the service of their country are not really dead. They are still with us in some way.

Optimism at the Front

The Life of a Gun is Longer Than Generally Believed

A Canadian who contributes letters to the Edinburgh Scotsman, and who always writes from the business front, writes this week: "The life of a gun is longer than generally believed."

Should Germany Win

A Stirring Recurring Speech Delivered in Repeating Speech

Speaking of the possibility of a German victory in the war, a stirring speech was delivered in a public meeting. The speaker said that if Germany won, it would mean the end of the world as we know it.

Don't Persecute Your Bowels

Get rid of catarrhs and purgatives. They are the cause of many diseases. Don't let your bowels get out of order. Use the best medicine for the bowels.

The Starving Teutons

Germany is Starved With Some of its Own Sauce

"The tables have been turned on the Germans," writes Mr. Archibald Hurd, writer of the London Standard. "The tables have been turned on the Germans."

Wonderful "Nervine" is the Remedy

A marvelous pain reliever. Not only does it relieve pain, but it also cures many other ailments. It is a wonderful remedy for all kinds of pain.

Portage Lowered on Parcels

Canada Foregoes Charges on These

The post office department has foregone its share of the postage on parcels sent to the front. This is a great relief for the soldiers.

Canada Must Settle

False Reports Keep United States

Reports of conscription, war taxes and internment, have kept 300,000 Canadians in a state of confusion. The Canadian government has issued a statement to clear up the confusion.

Armenian atrocities

Estimated That a Million Armenians Have Been Killed

Lord Bryce has issued a further report on the Armenian question. He has estimated that a million Armenians have been killed in the recent past.

Enthusiasm over Raising Regiment

Enthusiasm prevails on the Indian Reserves over the decision of Government to allow the formation of a battalion of Indians for overseas service.

Minard's Liniment Cures Garget in

On the battlefields of Europe the brave men of the British Empire are fighting for their country. Minard's Liniment is a great help to them.

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W. N. O. 1087

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The *Express* Says
CANADA'S FAVORITE STORES

FOUND

A complete line of

Masquerade Requisites

BROWN as usual has

Masks Masks Masks

Ugly, Handsome, Black, White,
With and Without Whiskers, Small, Large
in fact some of every description
Animal Heads, Wigs, Whiskers, Mustaches, Face
Paints, Burnt Cork, Small Ears, Cesti, me Eells, Rouge
Powders, Hockey Hairs, Artificial Flowers (Carna-
tions, Roses, Violets, etc.), Gold and Silver Paper,
Tinsel, Costume Ecks. You will find the goods at
the same old place—BRCWNS

WE ARE HERE TO SERVE YOU

GRAND THEATRE EMPRESS, ALBERTA

Daniel Frohman Presents

Mary Pickford

in a modern and original version of
the century-old classic

CINDERELLA

Wednesday, Feb. 16th

Produced by the Famous Players
Film Co.

Admission: 25 and 15c.

We Pay
Highest Cash Prices
for Hides and Furs

The Empress Meat Market

WHERE DO YOU BOARD WHEN IN TOWN?

At the

C.P.R. Restaurant

B. DOHERTY, Proprietor

Board and Rooms Popular prices

Meals at all hours

Why not buy the Best

we handle the best Domestic Coal in
Empress

IMPERIAL COAL

Give It A Trial We Guarantee Satisfaction

McKELVIE & ROBSON

Wheat Prices

Fort William, close, Truck Prices for No. 1 Nor. Wheat, from
Feb. 3 to Feb. 9, at Empress

Feb. 3	1.20 1/2	Feb. 7	1.22 1/2
Feb. 4	1.20 1/2	Feb. 8	1.24 1/2
Feb. 5	1.20 1/2	Feb. 9	1.22 1/2

Outs, ear lots, 33c. Street price Feb. 9, 1.02

Local and Personal

St. Valentine's day Monday
next.

Mr. A. S. Paul, tinsmith, Cabri,
Sask, was a business visitor to
our town on Friday last.

Mr. Barnett, who is now a
resident of Estuary, was a
visitor to town last week end.

Mr. H. B. Judd of Praelat,
was a visitor to town last week,
staying over to Monday. He
took in the Empress-Cabri hoe-
key match.

Typewriters, typewriter sup-
plies, counter check books, all
kinds of printed and commer-
cial stationery, etc.; call or
write us—The Empress Express

Don't forget the big U.F.A.
Dance next Monday evening.
Also the one mile ice racing
championship before the dance.

The regular meeting of the
Empress Chapter of the
I.O.E. will be held at the
home of Mrs. R. M. Henderson,
Tuesday afternoon, February
15 at 2.30.

Nyal's Figs.—The ideal lax-
ative, acts without griping,
easy to take 10c, or 25c.—Shepherd
and McEachern.

We were pleased to receive
word from Mr. W. F. Sharpe
this week, stating that he was
now a full blown Corporal, and
that he intends trying hard to
gain the other stripe. Mr.
Sharpe wished to be remembered
to all of his Empress friends.

Albert Sturgeon and Frank
Sparrow, members of the local
hockey team, left on Thursday
morning on a business trip to
Winnipeg. They expect to visit
the hospital and auto show
which opens on the 19th in that
city.

G. M. Johnston this week re-
ceived a letter from Provincial
Treasurer Chas. Mitchell, in
which he states that arrange-
ments have been completed to
have the Saskatchewan and
Alberta bridge engineers visit
Empress, and make a prelimi-
nary survey and river soundings
at the site of the proposed new
Red Deer River bridge. Mr.
Mitchell states that the engi-
neers are expected to arrive here
on the 14th inst.

Nyal's Tooth Paste.—Makes
the teeth pearly white, sweet-
ens the breath. 25c.—Shepherd
and McEachern.

The regular meeting of the
Union Church Ladies' Aid will
be held on Thursday, February
15th at the home of Mrs. Lench.

Remember the ice racing
championship at the rink next
Monday evening. Also the big
U.F.A. box social and dance.

A number of people from
town and the surrounding dis-
trict expect to take advantage
of the exceptionally low fares
offered by the C.P.R. to Winni-
peg, for the hospital and auto
show, which opened in that city
on the 8th.

The fourteenth of February
is a day sacred to St. Valentine.
It was a very odd notion, allud-
ed to by Shakespeare, that on
this day birds begin to couple;
hence, perhaps arose the custom
of sending on this day letters
containing professions of love
and affection.

Merchants'—Now is the time
to send in that order for stat-
ionery. Do it now, before the
spring trade commences.

A recruiting party from Medi-
cine Hat are expected to ar-
rive in town on Friday and stay
over Saturday. Capt. Parker,
father of Reg. Parker is among
the party. They are recruiting
for the new 175th bat. which is
being formed at Medicine Hat.

A dance will be held at the
Delta School House, on Thurs-
day evening, February 17th by
the ladies of the English Church
guild. The proceeds to be given
to the Red Cross Society. Cor-
dial invitation given to all
Gentlemen \$1; lunch free. (ad)

The third of the series of
hockey games between what is
known as the "Fats" and
"Lanes" composed of busi-
ness men of the town, took place on
Tuesday evening and resulted
in an even score, 3-3. The series
is to be decided in six games.
Each team have won one game
so far, and the next one is
expected to be a hard-fought
contest. In the game of Tues-
day evening, ex-revee McEach-
ern demonstrated his ability as
an "ice sweeper," clearing the
ice with his anatomy.

The publishers of the Express
will be pleased to receive cor-
respondence and news of local
interest from the various dis-
tricts surrounding Empress.
Good live news is solicited from
Glenavon, Social Plains, Gore-
field, Castle Coombe, Josephine,
Estuary, and other districts.
Write, or call on us when in
town. See that your district is
represented in the "Express."

I HAVE undertaken the
Agency for Stone & Wel-
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Toronto, Ont.

I will be pleased to hear
from persons requiring bulbs,
plants, shrubs or trees for their
gardens, etc.

OLAUS BRAKKE
Empress Alberta

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they may not. Such a purchase can never prove
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